

The ROYAL

VOLUME NINE

March Smashes All Records

Thirty-eight Salesmen Win Cups

Read the announcement in the center of the page again. Let it sink in. March broke all previous records for the sale of Royal Typewriters in the United States.

Our congratulations and fullest appreciation go to all who had a part in the making of this remarkable achievement. When you take into consideration what it meant to beat all existing records, you will begin to realize the true significance of it. Big marks were set during the war years, when armies and nations were crying for typewriters, and business offices had to beg for even the scant supply that was left for them.

Bigger marks were made, and higher records established in the after-war inflation, when Europe was buying—buying—buying—with borrowed money, and American business houses, making more money and reaping larger harvests of profits than ever before, were almost profligate in buying office equipment.

Then came the periods of slump and liquidation, and following it, the period of economic readjustment and sound business procedure that we are enjoying at present—and in the face of it all, the domestic sales organization stepped out in March and made all previous records—including those unnatural war and post-war months—look small in comparison.

March showed no spectacular flurry from one corner of the country or another, but was evidently the result, in large measure, of concerted effort to break records on the part of the entire Royal sales organization. A healthy, strong increase was apparent generally throughout both branch and dealer organizations. The dealers' department, with its record breaking month, also smashing all past marks, made a worthy companion to the remarkable branch record.

Cleveland Leads Record Breakers

Looking first at the offices themselves, we find that Cleveland, under



M. C. HULL

the leadership of Mr. M. C. Hull, its new manager, made the highest percentage over its existing high record, and Mr. Hull, personally, led all managers.

When you take into consideration the startling pace set by the branches

as a whole during March, Mr. Hull deserves all the credit in the world for leading the organization, but when you realize that he has been manager of the Cleveland Office for only three months, and followed high records made by such a consistent star producer as Mr. E. F. Hancock, his predecessor, his achievement becomes infinitely more remarkable.

Also, Mr. Hull made a personal sales record which was good enough to lead the managers. By his fine work thus far in Cleveland, Mr. Hull has already brought himself to the head of the fine list of Royal peak

men. He deserves highest commendation on his work, and on his record.

It would be a difficult matter to pick out the office which ranked next to Cleveland. The records were so consistently good that we must be satisfied to name a few of the offices that showed up most brilliantly. Looking down the line, we see Baltimore, Bangor, Buffalo, Chicago, Grand Rapids, Hartford, Indianapolis, Kansas City, New Orleans, New York, Philadelphia, Rochester, Rockford, South Bend and Washington, all with fine records, and the managers and salesmen of these offices deserve to share well in the

general pat on the back which is being bestowed on the Domestic Organization on account of the March record.

Individual Records Best Ever

To turn now to the individual salesmen who made these records possible—we refer to the Royal Record Breakers and those who strove with all they had to break records—when the smoke of battle had cleared away, thirty-eight of these record breaking Machine-A-Day men stood at the top of the heap—thirty-eight men, who in March broke any previous month's sales record.



APRIL, 1924

STANDARD

NUMBER FOUR

Records are not easily broken. For a man to do better than he has ever done before is an accomplishment of no mean order, and is a milestone of achievement in his life.

We'll let you in on a little secret. For once you completely outguessed and outmaneuvered the Home Office. In the middle of March, we had twenty of the record breakers' cups made up—figuring that twenty salesmen would be about the ultimate limit we could count upon breaking records. We dared not hope for more record breakers than that number. When the first of April came with its windfall of ballots, we stood convicted of grossest underestimation. Our apologies to the Royal sales organization.

New York Has Twelve Record Breakers

Mr. Robinson's New York sales force contributed in largest measure to this surprise of our lives. That well-known smile of his was just about twice as broad as usual when he came in and presented us with a list of twelve record breakers—twelve men of the New York sales force who in March broke their best records—four of them new men in the organization who made their first M. A. D. in March and also qualified for the cup.

Boston Office came next with three Record Breakers, then Chicago, Philadelphia, Cleveland, Hartford and New Orleans with two each, and Bangor, Grand Rapids, Houston, Jacksonville, Providence, Washington, Wichita Falls, Baltimore and San Francisco with one each.

It remained for Mr. B. P. Hamil to produce the best record of all the record breakers. Mr. Hamil is an old time salesman of our Chicago Office—and, steady and brilliant salesman that he is, it is but fitting that a man of his calibre should achieve that honor. To him and Mr. Hull go the highest honors of this remarkable month, and we feel sure they have the congratulations of the entire Royal organization.

Without a doubt, the increasing popularity of the Royal Typewriter, and its favorable acceptance by the public had a large share in making the record. The Royal organization is moving in unison, each part supporting and following up the progress of the other sections.

If the March record is to be of value to us, it will be because it teaches each and every one of us that we are a part of a progressing, expanding, growing company, with greater opportunities opening up before us constantly. Better organization, more aggressive sales methods—the energetic covering of territory—coupled with the rapidly increasing acceptance of the Royal Typewriter—will all bring results, which it has been proved time and time again, must inevitably follow.

March Biggest Machine A Day Month in Co.'s History

Seventy-five Branch Salesmen Make Club in March

Folks say good things never come singly, but always in droves. That this old platitude has an element of truth in it, is in a way proved and confirmed by March sales reports.

The Machine A Day Club had its biggest month in March. The concerted effort of the entire sales organization to break records brought its crop of Machine A Day Men, as it was bound to. In order to make a record-breaker's cup, a salesman had to beat a Machine A Day record, and in striving to pass their established records, many salesmen, while they did not quite accomplish this, at least made the Machine A Day Club for the month. This is a most worthy achievement in itself.

In passing, it would be improper to overlook the large number of exceptionally brilliant salesmen, who, on account of previous remarkable high records, were unable to win the cups. We know of no instance where any of these big producers failed to put forth every effort to break what appeared to be an impossible record when the month started. It is in large measure due to this type of salesman that the Company as a whole made its remarkable record in March.

All of our five continual repeaters, Messrs. Allingham, Agnew, Brainerd, Miller and Wellman chalked up another repeat and made it sixteen in March. It is highly interesting to watch these five star salesmen each month—see them come through with consistent repeats month after month. There is soon to be a twelve-time repeaters contest for a diamond to be set into the Machine A Day ring, to determine the champion salesman of the Royal organization, and then, indeed, there will be some sparks flying.

Thirteen new men grace our roles this month, as a result of March business. Maybe thirteen's an unlucky number, but it's a mighty lucky one this time. Omitting the first few months of the reorganization of the club, when naturally a large number of names were added because of the few then in the club, this is a record enrollment.

The biggest surprise of all, however, is the amount of men who made the club in March—both repeaters and new men. Seventy-five is far and away the largest number in the history of the Machine A Day Club.

Another exceedingly favorable sign was the fact that these repeaters and new men were spread all around the country, and not confined in large measure to any one section or division.

The Machine A Day Club is constantly growing. It is larger now than it has ever been—and infinitely more active. Machine A Day men are money makers. You can spot them out with ease. They carry an air of confidence in themselves and in the Royal Typewriter.

If you are not a member by this time, make every effort to enter in April. There must be a lot of business which was started in this big March drive, and which will ripen in April.

If you are one of the new members, our heartiest welcome to you. You have set the mark for yourself, and you will find it easier to make the second time than the first. The reserve which you called into action is now available power. The spurt of one month becomes the accustomed speed of performance, if kept up until the habit is formed. Keep up the pace you have started, and the reward will amply repay you.

38 ROYAL RECORD BREAKERS

ROYAL RECORD BREAKER MARCH 1924

H. W. BOSHAN Bangor, Me.	F. L. GALLUP Boston, Mass.	C. R. HESS Boston, Mass.	G. H. PALMER Boston, Mass.	J. C. LABORENCE Chicago, Ill.	B. P. HAMIL Chicago, Ill.	M. C. HULL Cleveland, Ohio
W. C. RODGERS Cleveland, Ohio	W. C. BARTLEY Hartford, Conn.	J. F. GILLIGAN Hartford, Conn.	C. D. WALKER Grand Rapids, Mich.	J. H. HINCK Jacksonville, Fla.	F. F. MOSELEY Kansas City, Mo.	S. W. WILSON Kansas City, Mo.
T. F. BELL New York, N. Y.	L. WEINSTEIN New York, N. Y.	R. B. BRANDES New York, N. Y.	A. B. SAFIR New York, N. Y.	A. GRAF New York, N. Y.	A. C. HEADLEY Philadelphia, Pa.	E. D. CRANDALL Providence, R. I.
E. J. MATTHEWS New York, N. Y.	L. KUGEL New York, N. Y.	G. N. WHITE New York, N. Y.	H. K. GOSLIN Philadelphia, Pa.	B. F. RICHARDSON Rochester, N. Y.	J. C. O'KEEFE Baltimore, Md.	H. G. JONES San Francisco, Cal.
C. E. CLARK New York, N. Y.	J. SCHWARTZ New York, N. Y.	H. W. DE MOTT New York, N. Y.	J. B. REIGHARD Wichita Falls, Texas	W. J. CREGER New Orleans, La.	F. PRITCHARD New Orleans, La.	L. F. REYNOLDS St. Louis, Mo.
L. F. REYNOLDS St. Louis, Mo.	H. L. RUDNICK Washington, D. C.	J. B. REIGHARD Wichita Falls, Texas	W. J. CREGER New Orleans, La.	F. PRITCHARD New Orleans, La.	H. G. JONES San Francisco, Cal.	J. C. O'KEEFE Baltimore, Md.

New Contest Well Under Way

All Branches Enthusiastic Over Six Months Cumulative Affair

By the time this goes to press all of the branches will have the notice of the new contest which Sales Manager Lavat has inaugurated and, from some of the reports already received, enthusiasm is at a very high pitch.

The contest is one which is designed to bring out the best there is in a manager. The competition is absolutely open in the first five months. An office must beat the entire organization to win one of the \$100 prizes. On the other hand, it must produce consistently for five months in order to get into one of the peak prize contests in September.

The recent contests have developed keen rivalry among branch managers. Many offices are now managed by men of recognized sales and executive ability. Natural qualifications, experience and opportunity, have given these men records of which they may well be proud, but a record is only good by comparison.

There have been short contests. The demand has been for a longer one to show staying power. Offices should be managed and conducted on lines of permanent growth and continuous flow of business. Our present contest answers this demand fully.

There are many smooth running offices in the organization. Many steady go-getters—quantity and quality producers—and it is fair to these men to have an opportunity in this contest to show their real class. On the other hand, there are sprinters—short distance men—whose average, nevertheless, is high. If this system is the one that brings the highest average over a period of five months' time, let's give these men the credit to which they are entitled.

Smooth, ably managed offices will run away with this contest if competition is not put up immediately. April is the first month and some office is going to win \$100 and roll up a big lead in the qualification contest.

Will it be yours? That depends entirely upon your record.

Seasonable Window Cards for Branches and Dealers

New Display Idea Should Help Sales

You have by this time received the Poster for window and wall use, entitled "Easter." Each month one of these posters, beautifully printed in colors, will be sent to you, giving a fitting tie-up between the month or season and the Royal Typewriter.

Many times the pictures will be reprinted from our advertisements, but the printed matter will always be of interest to the passerby. The poster is certain to attract attention.

When properly used, these make an appropriate window display and will bring the idea of getting a demonstration into the mind of the passerby.

"The unsuccessful man finds excuses for not doing, instead of finding ways to do what should be done."

—John Wanamaker.
"Grouped with organized and intelligently directed enthusiasm, loyalty will send you to the top of the heap."
—Joseph P. Day.

SERVICE DEPARTMENT CONTEST FOR FEBRUARY

Division No. 1

Buffalo Leads

Foreman Becker of the Buffalo Service Department probably gave the men of his department a good pep talk and told them that he wanted first place for February. The boys put their shoulders to the wheel and arrived there with a splendid percentage, and their efforts deserve first place. First place is a difficult position to attain when you consider that we have Service Departments with the consistent batting average of Chicago, St. Louis, Cleveland and other such high caliber departments all down the line.

"Consistent Dougherty" would be a suitable title for our Washington Foreman. Mr. Dougherty and his men are always around the top. They made second place for February.

Mr. Buskirk, foreman of Indianapolis, has decided to step out for a record. During February his department made third place, coming up from 17th.

Below is a list showing the respective standing of the departments.

- | | |
|----------------|-------------------|
| 1—Buffalo | 12—Hartford |
| 2—Washington | 13—New Orleans |
| 3—Indianapolis | 14—Cincinnati |
| 4—Detroit | 15—Baltimore |
| 5—St. Louis | 16—San Francisco |
| 6—Boston | 17—Kansas City |
| 7—Chicago | 18—Atlanta |
| 8—Cleveland | 19—Los Angeles |
| 9—Pittsburgh | 20—Philadelphia |
| 10—Minneapolis | 21—Portland, Ore. |
| 11—Louisville | 22—Dallas |

Division No. 2

St. Paul in First Place

Leading approximately fifty-five Service Departments is not the easiest of jobs but Mr. J. F. Sanders, of the St. Paul Office achieved this honor. Fine work! Try for this goal every month, but look out for the boys close on your heels.

Foreman Hoffman tells the world that Scranton is fighting every day for top place. Go to it! Only one office to pass now.

Harrisburg under the guidance of Mr. Bentz is always worrying the boys near the top. If he is not in first place it is not from lack of trying.

Below is a list showing the standing of the various offices:

- | | |
|----------------------|----------------------|
| 1—St. Paul | 11—Bridgeport |
| 2—Scranton | 12—Portland, Me. |
| 3—Harrisburg | 13—Wichita Falls |
| 4—Fort Wayne | 14—Dayton |
| 5—Des Moines | 15—Providence |
| 6—Port Worth | 16—Fresno |
| 7—Erie | 17—Albany |
| 8—Omaha | 18—Davenport |
| 9—Memphis | 19—Richmond |
| 10—Bangor | 20—Waterbury |
| 11—Bridgeport | 21—Columbus |
| 12—Portland, Me. | 22—Birmingham |
| 13—Wichita Falls | 23—Toledo |
| 14—Dayton | 24—Duluth |
| 15—Providence | 25—San Antonio |
| 16—Fresno | 26—Rockford |
| 17—Albany | 27—Springfield, Ill. |
| 18—Davenport | 28—Peoria |
| 19—Richmond | 29—Waco |
| 20—Waterbury | 30—Newark |
| 21—Columbus | 31—New Haven |
| 22—Birmingham | 32—Seattle |
| 23—Toledo | 33—Denver |
| 24—Duluth | 34—Jacksonville |
| 25—San Antonio | 35—Akron |
| 26—Rockford | 36—Rochester |
| 27—Springfield, Ill. | 37—Grand Rapids |
| 28—Peoria | 38—Binghamton |
| 29—Waco | 39—Milwaukee |
| 30—Newark | 40—Texarkana |
| 31—New Haven | 41—Wilmington |
| 32—Seattle | 42—Johnstown |
| 33—Denver | 43—Houston |
| 34—Jacksonville | 44—Springfield, Ohio |
| 35—Akron | 45—Tacoma |
| 36—Rochester | 46—Little Rock |
| 37—Grand Rapids | 47—Sacramento |
| 38—Binghamton | 48—Youngstown |
| 39—Milwaukee | 49—Sioux City |
| 40—Texarkana | 50—Racine |
| 41—Wilmington | 51—Evansville |
| 42—Johnstown | 52—South Bend |
| 43—Houston | 53—Kalamazoo |
| 44—Springfield, Ohio | 54—Syracuse |
| 45—Tacoma | |
| 46—Little Rock | |
| 47—Sacramento | |
| 48—Youngstown | |
| 49—Sioux City | |
| 50—Racine | |
| 51—Evansville | |
| 52—South Bend | |
| 53—Kalamazoo | |
| 54—Syracuse | |

TO INCREASE NETS—
INCREASE EARNINGS

PRODUCTION PROBLEMS OF A TYPEWRITER PLANT

The study of production methods is very interesting indeed, and a plant able to control its production is essentially an efficient one, because it follows, that, if all preliminary work has had a thorough development, if all machinery and equipment is sufficient and capable of requirements, if lay out of plant is an economical one, the same care and study necessary enables those responsible for the outline above to use the same judgment, experience and ability to devise an efficient production control.

What is needed for production control? There must be a means created wherein the operations necessary to produce a machine complete can be recorded daily in such a manner that at any time the complete status of the operations and parts can be ascertained. Such a production system must first be placed in charge of a man acquainted with methods, operations, inventories and men. His knowledge of requirements and conditions must be second to none.

Just try and imagine the production of the Royal Typewriter with its hundreds of parts necessitating thousands of operations to produce it complete, and think what would happen if one operation should fail. It would tie up the whole plant, therefore, it is necessary for us to show by charts just what the conditions are on every operation and part from raw materials to the finished products.

In the picture, you will see the boards or chart upon which is shown the normal time necessary to secure the raw material for a given production, the normal time to produce the intermediate operation, and the normal time to complete the part as a whole and so on. These normal peri-

ods are built up on the detail of machinery, tools, hardening, plating, japanning and other equipment of the plant. These equipments must

the schedule of flow were not regulated, you would have the equipment overcrowded with work at times or stopped, awaiting the work at other

ing department knows just when to start and finish each operation. The personnel is made up of Production Foreman, Assistant Foreman, Stock



be kept working, day after day, and the operations and parts must flow along evenly so as to reach the equipment at times when they are able to pick them up and produce them. If

times. Thousands of entries on the records are made daily, requiring great accuracy. All orders for production are issued here, and thereafter controlled so that each produc-

Tracers, Inventory men, Recording clerks, Ordering and Balancing clerks.

On our No. 10 Royal Typewriter alone 5742 operations are charted on the boards.

The Royal Orchestra

At the factory, we are proud of our "Royal Orchestra" which is practically in its infancy, being organized less than one year. It is composed of seven instruments and led by Mr. R. Hatch, assistant to Mr. F. J. Williams, in the employment office, and who has charge of the young men employed in the plant, in connection with their ability, character, personal development and promotion. Already it compares with the best non-union orchestras in the city, and has proven this by taking contracts bid for by some of the best.

We wish the Royal Orchestra a bright and prosperous future, and we know this is in store for them, as their slogan is "Royal Quality."

Foremen's Meeting

The monthly get-together of the Foremen's Club was held March 19th, supper being served at 5:15 P. M. in the main dining room. The members were entertained, appropriate of the occasion, with Irish airs on the piano and violin.

At the meeting, Mr. M. H. Flynn, former superintendent of the factory, talked on "Foremen's Responsibilities," in which talk there was considerable advice and instructions for the manufacture of quality typewriters.

Socially, this was considered one of the most successful gatherings held in many months.

Production

The leaders in production for February, were as follows:

- 1—Mr. Berg
- 2—Mr. Snow
- 25—Mr. Greene
- 18—Mr. Godfrey
- 3—Mr. Froebel
- 30—Mr. Boesch

ROYAL TYPEWRITER CARRIAGE ASSEMBLING DEPARTMENT

The assembling of the Royal Typewriter Carriage entails a tremendous amount of details. There are, of course, many parts to adjust and correctly function. A remarkable feature about the assembling of the different parts is the interchangeability of all parts connected with the building up of the carriage complete. Quality and precision is back of the manufacturing departments to make this possible, and the long life of the Royal Carriage is to a large extent, due to this very thing, and added to this is the extreme care taken in the assembling division which is shown in the picture.

The Royal Carriage bears the brunt of the work when in operation; all day long type pounding on the platen, the carriage moving with every stroke and at the end of the line of writing being slammed back to position again. Most of you know how hard it is slammed back hundreds of times daily, how the line space lever is hit repeatedly, what harsh treatment is given the cylinder knob when twirling the paper out, the slamming back and forth of the card bail, the continual working of the feed roll release, the throwing



back of the paper table and so on. There is a terrific strain imposed many times on this carriage structure by many operators. It is a remarkable tribute to the built-in qualities of this wonderful machine. All day long the operator is handling, pushing, changing and working the many parts of the carriage as her or his work requires.

Some seventy experienced and fine workmen are working daily in assembling our carriages, and in the picture you can see the orderliness of the work, the light as reflected from the large windows, the intelligent type of men employed. The supervision of this work is under men of high grade type who have spent many years developing the quality and durability of the Royal Carriage.

The work is divided into practically four classes; miscellaneous assembling of parts—first, second and third building. Young men are trained for progressive work and are promoted when their ability, experience and workmanship is proven.

The Royal Typewriter Carriage Daily Indicates That Royal Quality and Durability Is There.

FACTORY NOTES

The factory has been continually pressed by the sales department for production. For many months the branch managers and salesmen visiting the plant have asked us to try and keep them supplied with ma-

chines. This is to serve notice that we are catching up and going good and strong, and it is now a case of the sales department looking to their laurels. Our organization was never better and we look for a real fight to hold you men.

Mr. Henderson, Department 26, says there is only one way to accomplish lasting results, and that is by jumping into the game yourself, and playing on the level. We admit it, and Mr. Henderson is proving it.

Mr. McKean, head of our Inspection

Department, has a vitally responsible job on his hands. Mac is very fair and strict; he knows what quality is and unless he gets it, someone is apt to know of it. Royal Quality depends in a great measure on you, Mac. Keep right at it.

It is a great thing to be able to point with pride at our clean plant. To keep everything spic and span is Mr. McGuire's job. Martin is at it all the time, and his men are met everywhere about the factory cleaning, scrubbing, puttings things right. "To do" is Martin's motto.

March Records Makers

The dealers listed below contributed 100 per cent or more of their monthly quota, thereby qualifying as members of the Dealers' 100 Per cent. Club for March.

The enthusiasm shown by the number of members, both old and new, indicates that the dealers' organization is striving for a still higher record.

We are omitting the photographs of the various members of the 100 Per Cent. Club for the reason that photographs of many dealers listed have not been received.

One hundred per cent. of your quota means living up to your job 100 per cent.

Gurdon R. Abell, Poughkeepsie, N. Y.

C. R. Allen Co., Watertown, N. Y.

C. E. Anderson, Pasadena, Cal.

H. G. Bancroft, York, Pa.

Benson Typewriter Co., Canton, Ohio.

Brewington Typewriter Co., Madison, Wis.

Bristol Typewriter Co., Bristol, Va.

Carolina T. W. & Office Supply Co., Raleigh, N. C.

Casper Typewriter Exchange, Casper, Wyo.

Crosby-Mook Typewriter Ex., Warren, Ohio.

Roy A. Davis, Colorado Springs, Colo.

A. L. Deal, Hickory, N. C.

Carl A. Eckhardt, Green Bay, Wis.

C. L. Eicholtz, New Oxford, Pa.

Ervin Typewriter Exchange, Anderson, Ind.

B. M. Gragg, Pittsburg, Kansas

H. D. Happy, Mayfield, Ky.

H. B. Harper, Anderson, S. C.

John I. Kerr, Port Huron, Mich.

Kirkpatrick Company, Nashville, Tenn.

F. L. Patty, Austin, Texas.

Paxton Typewriter Co., Bloomington, Ill.

George A. Pearce, Abilene, Tex.

Preston Typewriter Co., Knoxville, Tenn.

Walter W. Prior, Trenton, N. J.

Pueblo Typewriter Exchange, Pueblo, Colo.

Quality Print Shop, Merrill, Wis.

J. E. Richardson, West Palm Beach, Fla.

H. J. Roof, Tampa, Fla.

Rugen Typewriter Exchange, Newport, R. I.

Scott-Parker Co., Macon, Ga.

H. J. Smith Typewriter Exchange, Parkersburg, W. Va.

Smith Typewriter Exchange, Saranac Lake, N. Y.

Southern Typewriter & Supply Co., Shreveport, La.

L. E. Spiece, Bucyrus, Ohio.

Tulsa Typewriter Co., Tulsa, Okla.

Frank E. Winfield, Grand Junction, Colo.

C. W. Yates Co., Wilmington, N. C.

Erratum

On the first page of last month's "Standard," an article appeared concerning the formation of the Early Bird Club in the San Francisco Office.

In the last paragraph it was stated that "any man who sells ten typewriters up to the end of the month is eligible." This should have read "ten typewriters up to the 10th of the month," and we extend apologies for our error to Mr. Morf.

MARCH A RECORD BREAKER

All records for a single month in the Dealers' Sales Department shattered in March. Does this March record represent the high-water mark of our achievements or simply another milestone in our progress?

We believe the latter. A superior product, more and more widely distributed, cannot but make it easier and easier to sell Royal Typewriters. The record of March, enormous as it may

appear today, in months to come will seem commonplace.

We are justly proud of the dealers' record in March. Their intensive effort, the better organization of their territories, coupled with the growing popularity of the Royal, has established here at headquarters new ideals for the Department.

W. B. STEWART,
Assistant Sales Mgr.

A VISIT TO PRESTON'S

In our travels through dealers' territory we stop off at Knoxville, Tennessee, to see the personnel and store display as shown in the picture, as well as the offices and shop, are located at 705 South Gay Street, which the shop foreman and has charge of a well-equipped and up-to-date repair department insuring Royal Service to



of the Preston Typewriter Company, Inc.

First, we wish to introduce to our readers, Mrs. R. H. Preston, and the gentlemen, reading from left to right, Messrs. R. H. Preston, L. P. Wood, Frank David, A. J. Preston and W. B. Mitchell.

The store with the fine Royal win-

is the main thoroughfare. This location has the advantage of being in the central section of the city.

Their business is rapidly growing under the capable management of Mr. R. H. Preston. Mr. Frank David is their aggressive salesman, and is helping materially with Royal sales in this section. Mr. A. J. Preston is

Royal Users. Mr. W. B. Mitchell is the mechanic, specializing on Royals. Mr. L. P. Wood is the representative of the Dealers' Department.

The Preston Typewriter Company, while comparatively a new Royal dealer, is making good with a steady growth of Royal users in their territory.

Brewington Wins Factory Trip Contest

The first lap of the three months' Factory Trip Contest was won in March by R. D. Brewington, of the Brewington Typewriter Company, Madison, Wisconsin. He delivered more than his three months' quota in the month of March.

Paxton Brothers, of Bloomington, Illinois, finished a close second, and start in April in the lead, with Roy L. Davis, of Colorado Springs, Col.



orado, and E. A. Benson, of Canton, Ohio, tied for second. Our hats are off to the winner. We congratulate the first twenty-five dealers in the race, all closely bunched with records of which they can be justly proud.

Two more winners yet to be picked. The second lap in April will prove even more interesting. No dealer is out of the race. "A winner never quits and a quitter never wins."

Get-Together Dinners

The Scott-Parker Company, our well-known dealer of Macon, Georgia, has inaugurated a series of monthly gatherings to enable their boys to get together and become better acquainted.

On the evening of March 10th, Mr. S. Parker, the President, entertained the organization at a delightful dinner held at the Hotel Dempsey of Macon.

Messrs. S. Parker, President; R. Neal, Vice-President, and Mr. M. G. White, Secretary and Treasurer, made short talks and considerable enthusiasm was displayed by those present. Worth-while suggestions were made and Mr. Boyce Bilderback, the salesman who covers the outlying territory, voluntarily set a quota for himself and challenged the city salesman to meet his figure. The challenge was quickly accepted, and we are inclined to believe that a lively contest will be on when this goes to print.

Not only did the salesmen set a goal for themselves, but the credit man stated that he would also aim to reach a certain figure for collections.

The splendid Service Department, which is headed by Messrs. A. DeLaney and W. H. Blount also showed the same spirit.

Mr. L. P. Wood, traveling representative for the Dealers' Department, complimented the organization of the Scott-Parker Company for the splendid results which they have obtained and are producing in their field.

With such harmony throughout this dealers' organization, it is easily conceived why the Royal Typewriter is so well known in their territory.

DEALERS' M. A. D. CLUB FOR MARCH



1-BENSEN
Benson T. W. Co.
Canton, O.



2-CAROLINA T. P. &
Supply Co.
Raleigh, N. C.



3-GAFFANEY
Office Specialty Co.
 Fargo, N. D.



4-PRIOR
Trenton, N. J.



5-ROOF
Tampa, Fla.



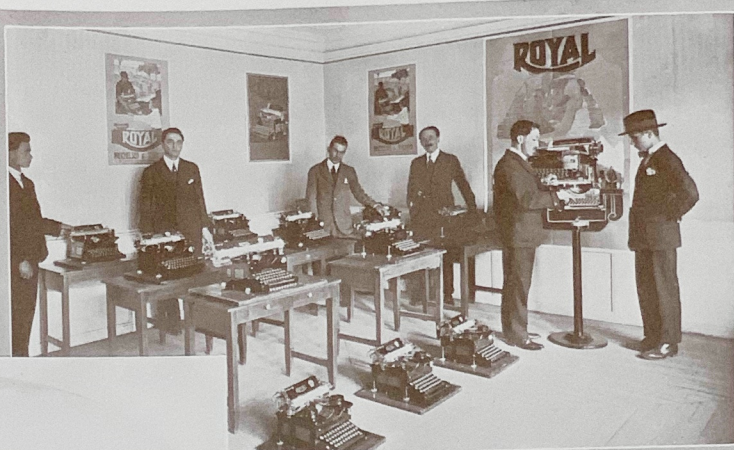
6-SCOTT-PARKER CO.
Macon, Ga.



7-SMITH
H. J. Smith Typ. Ex.
Parkersburg, W. Va.

THE ROYAL STANDARD

THE ROYAL IN COLOMBIA



Situated in the center of a vast plateau lying 8,600 feet above sea level is the city of Bogotá, the capital and largest city of Colombia. The journey from Barranquilla, Colombia's chief seaport—located off the Caribbean Sea, to Bogotá, takes approximately ten days by steamer up the Magdalena River and supplemented by railways—a total distance of some 800 miles.

In this district, the Royal typewriter has been represented since July, 1920, by Messrs. Michelsen & Tamayo, and for four years prior to that time, by Messrs. Lopez & Michelsen. Mr. Michelsen, as may be seen, has had a steadfast interest in the Royal for about eight years. Messrs. Michelsen & Tamayo have progressively adopted modern methods of

operating their typewriter business and, through conscientious efforts on the part of their organization, the number of Royal typewriters in use in their territory has increased considerably.

Our dealers' headquarters on Carrera 8th are located in the most central part of Bogotá, adjacent to the Plaza de Bolívar. A view of this beautiful Plaza is reproduced in illustration (center), our dealers' quarters being housed in the building to the right of the one facing the Plaza.

In the illustration (upper left) we present an interior view of our dealers' offices where machines are held in readiness for immediate delivery to their customers. A view of the sales and demonstration room is shown in photograph (upper right) which illustrates the manner of arranging the

machines for customers' convenience. In the latter photo, Mr. Luis C. Paz, chief salesman, is shown at the extreme right demonstrating a machine to a customer. The other gentlemen shown in the photograph from right to left are: Messrs. M. Escobar, J. C. Arbelaez, salesman, R. Martin, salesman and L. Forez.

The two owners of the firm are shown in illustration (lower left) seated in their private office. Mr. C. Michelsen L. is the gentleman to the left and at the right is Mr. J. M. Tamayo. We recently had the pleasure of greeting the latter gentleman at our offices here in New York, when he and his family made a visit to this country while en route to Europe.

Our dealers have conducted an ex-

tensive Royal advertising campaign in the leading newspapers and periodicals of their city, this advertising being persistently followed up by the regular visits of their salesmen to all business houses in the city. In various parts of the city, they have appointed special representatives in order to be able to promptly supply any demand for machines.

Messrs. Michelsen & Tamayo have established a policy of providing service to all Royal users. Their service department includes an excellently equipped repair shop where all makes of machines may be repaired or rebuilt. In the photograph reproduced (lower right), there is presented a view of the repair shop, Mr. Roberto Navas, chief mechanic, being shown at the extreme right.

In the country districts and in the smaller cities of the territory, Royal interests are represented through sub-dealers located in the cities of Giradot, Ibagué, Honda, Neiva, Tunja and Sogamoso. Plans are being made to even further expand activities to other parts of the territory which are not as yet directly covered by dealers.

From the active manner in which our dealers have conducted our mutual business, we feel sure that the general improvement of conditions in their country will lead to a further growth of their typewriter business. We are glad to have Messrs. Michelsen & Tamayo as Royal representatives in the Colombian territory, and we are confident that under their jurisdiction, Royal business will show continual expansion.

ACTIVITIES IN SPAIN

Our readers will be interested in the photograph (left) of the Royal exhibit at the Exposition, recent-

ly held at the Ice Palace in Madrid. During the Exposition, the Royal booth was honored by a visit from King Alfonso, who was very

favorably impressed by the excellent display of Royal machines.

Our dealers, Trust Mecanografico, are to be complimented on having arranged such a splendid display of Royal machines at this Exposition. Such displays are always interesting to the general public, and they are an invaluable aid in creating new friends among typewriter users.

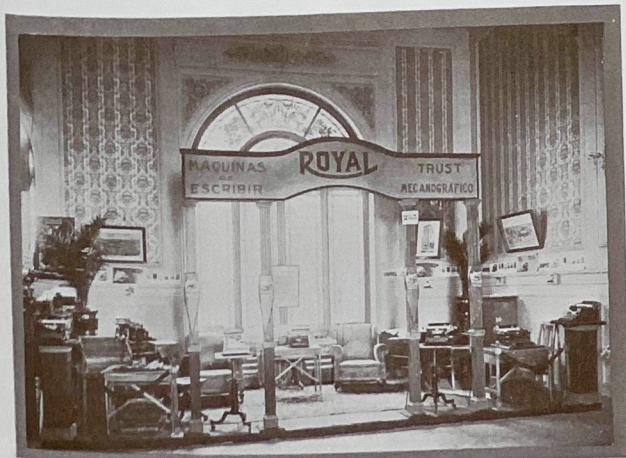
In the illustration (right) there is reproduced a photograph of a group of delegates who attended a convention of Branch Managers and the principal agents, which was held during January at the headquarters of Trust Mecanografico in Madrid. The convention was held for the purpose of discussing various matters of interest in connection with Royal business in the Spanish market, and plans were made for further development of the territory.

The three gentlemen shown seated, reading from left to right are Messrs. Santiago Perez, Federico Lindsey and Jose Perez, proprietors of Trust Mecanografico. The gentlemen shown

standing from left to right are Messrs. Jose Espinar, Valencia Branch Manager; Samuel Cardona, Sevilla Branch Manager; Antonio Becerra, Barcelona Branch Manager

and Luis M. Ortega, Bilbao Branch Manager.

Our dealers for Spain are expecting excellent results for the future, and they have our best wishes.



Machine a Day Club

NEW MEMBERS FOR MARCH



H. W. BOSHAN
Bangor



C. R. HESS
Boston



G. H. PALMER
Boston



W. C. BARTLEY
Hartford



J. L. HUNT
Houston



S. W. WILSON
Kansas City



F. F. MOSELEY
Kansas City



L. KUGEL
New York



L. WEINSTEIN
New York



A. GRAF
New York



C. E. CLARK
New York



A. C. HEADLEY
Philadelphia



J. B. REIGHARD
Wichita Falls



I. E. MASON
Peoria, Ill.

Repeaters for March

(Number beside each name denotes number of times member made M.A.D.)

ATLANTA
J. W. Mann (6)
BALTIMORE
E. G. Dodge (10)
J. C. O'Keefe (6)
BOSTON
F. L. Gallup (8)
H. E. Burton (8)
BUFFALO
H. H. Nunemaker (6)
CHICAGO
R. C. Goldblatt (10)
J. C. Laborence (8)
B. P. Hamil (7)
W. R. Pike (3)
L. E. Wilson (2)
P. S. Jones (8)
J. M. Roberts (12)
H. P. Sutton (11)
CINCINNATI
C. C. Kinnamon (8)
CLEVELAND
M. C. Hull (4)
W. C. Rodgers (3)
DAYTON
O. P. Gilmore (9)
GRAND RAPIDS
C. D. Walker (2)

HARTFORD
H. F. Brainerd (16)
J. F. Gilligan (2)
INDIANAPOLIS
W. F. Feer (6)
JACKSONVILLE
J. H. Hinck (2)
KANSAS CITY
Paul W. Jones (12)
LOS ANGELES
John M. Agnew (16)
LOUISVILLE
J. T. Wellman (16)
C. Lorber (4)
NEW ORLEANS
W. J. Creger (3)
F. Pritchard (2)
NEW YORK
T. F. Bell (2)
R. B. Brandes (6)
A. B. Safir (2)
C. K. Freund (9)
E. J. Matthews (4)
H. W. DeMott (14)
C. N. White (11)
J. Schwartz (9)
D. J. Allingham (16)
B. R. Chaffa (6)
G. M. Guest (15)

NEW YORK—Cont.
G. Rannenberg (5)
T. M. Gleason (12)
W. B. DeRango (8)
R. H. Martin (6)
H. W. VanNess (9)
PHILADELPHIA
J. W. Turner (10)
H. K. Coslin (2)
L. A. Dunn (5)
PITTSBURGH
M. V. Miller (16)
N. Sykes (3)
PROVIDENCE
E. D. Crandall (4)
ROCHESTER
B. F. Richardson (2)
ST. PAUL
W. A. Partee (4)
ST. LOUIS
L. F. Reynolds (3)
H. E. Shifflette (6)
SAN FRANCISCO
C. H. Billington (5)
H. G. Jones (2)
SPRINGFIELD, MASS.
L. B. Behan (6)
WASHINGTON
H. L. Rudnick (6)
WORCESTER
A. R. Smith (7)

Dealers

E. H. Benson
Canton, Ohio
Carolina Typewriter Supp. Co.
Raleigh, N. C.

J. E. Gaffaney
Fargo, N. C.
W. W. Prior
Trenton, N. J.
H. J. Smith,
Parkersburg, W. Va.

H. J. Roof
Tampa, Fla.
Scott-Parker Co.,
Macon, Ga.

VISIBLE WRITING MACHINE CO., LIMITED, LONDON

H. W. Jones
H. D. Ebbutt

F. Tree
H. W. Buckridge
H. Herman

Cyril Salter
Bennett Harris

JOSEPH FOIST, CZECHOSLOVAKIA

Mr. Joseph Foist has sent us a picture of Mr. L. Mazanek, who made the M. A. D., and we welcome him into this club.



L. MAZANEK

SCHOOL SALES CONTEST

Baltimore lost the School Cup, which it has held for the past two months, as Grand Rapids came through with 333 per cent. of its quota for the months of February and March. Grand Rapids was the dark horse in the race, as Portland, Maine, looked like a sure winner throughout the two months, and came through with a percentage not far behind that of Grand Rapids. Kansas City was a most consistent performer and outdistanced Baltimore, also, although Baltimore held a record for the two months, for which Mr. Dodge can well be proud.

Let's see what changes the next two months will bring forth.

Below is the standing of the branches for February and March, based upon the percentages of school quotas secured:

1—Grand Rapids	—Rochester	31—Fort Wayne	40—Akron
2—Portland, Maine	18—Fort Worth	—Toledo	—Harrisburg
3—Kansas City	19—Cleveland	32—Providence	41—Atlanta
4—Baltimore	20—Birmingham	—San Antonio	—St. Paul
5—Louisville	21—New York	—Springfield, Ohio	—Washington
6—Bangor	22—Cincinnati	33—Fresno	42—Detroit
7—Springfield, Mass.	—Memphis	—New Haven	43—Johnstown
8—Evansville	23—Denver	—San Francisco	44—Albany
9—Minneapolis	24—Richmond	—Springfield, Ill.	—Dayton
10—Boston	25—St. Louis	34—Buffalo	—Des Moines
11—South Bend	26—New Orleans	—Indianapolis	—Duluth
12—Houston	27—Dallas	—Youngstown	—Erie
13—Hartford	—Portland, Ore.	35—Los Angeles	—Little Rock
14—Jacksonville	—Seattle	36—Oakland	—Newark
15—Peoria	28—Dayton	37—Columbus	—Rockford
16—Worcester	29—Philadelphia	38—Pittsburgh	—Sioux City
17—Chicago	30—Bridgeport	39—Omaha	—Waco
			—Wichita Falls

A. M. STONEHOUSE,
Manager School Department.

EMPLOYMENT DEPARTMENT

We list below our District Branches and Branches according to their standings on positions filled and sales made through their Employment Departments. Particular attention is called to Atlanta among the District Branches, who made nearly three and a half times its quota on positions filled, and Washington, who sold four times its quota through the Employment Manager. Among our Branches, Richmond leads by a big majority on positions filled, and Worcester and Toledo lead on machines sold. Some of the Employment Reports have not been received, so that there are some missing names.

DISTRICT BRANCHES

Positions Filled	Sales
1—Atlanta	10—Buffalo
2—Detroit	—Cleveland
3—Indianapolis	—Minneapolis
4—Boston	—St. Louis
5—Chicago	11—Pittsburgh
6—Baltimore	12—Cincinnati
7—San Francisco	13—Kansas City
8—New York	14—Portland, Ore.
9—Philadelphia	15—Dallas
	16—Louisville
	17—New Orleans
	1—Washington
	2—New York
	3—Buffalo
	4—Cincinnati
	5—Kansas City
	6—Baltimore
	7—Portland, Ore.
	8—Cleveland
	9—Pittsburgh
	10—Chicago
	11—Detroit
	—San Francisco
	12—Boston
	—Philadelphia
	13—Atlanta
	14—Minneapolis
	—St. Louis
	15—Indianapolis
	—New Orleans

BRANCHES

Positions Filled	Sales
1—Richmond	9—Grand Rapids
2—Newark	10—Rochester
3—Duluth	11—Seattle
—Peoria	12—Bangor
4—Toledo	13—Rockford
5—Oakland	14—Providence
6—St. Paul	15—Portland, Me.
—Worcester	16—Birmingham
7—Omaha	17—Dayton
8—Houston	—Johnstown
	1—Worcester
	2—Toledo
	3—Houston
	4—Richmond
	5—Newark
	6—St. Paul
	7—Bangor
	—Birmingham
	—Dayton
	—Duluth
	—Grand Rapids
	—Johnstown
	—Oakland
	—Omaha
	—Peoria
	—Portland, Me.
	—Providence
	—Rochester
	—Rockford
	—Seattle

A. M. STONEHOUSE,
Manager School Department.

Behnke-Walker Student Wins Royal Typewriter

The picture above shows the Typewriting Department of the Behnke-Walker Business College, Portland, Oregon, one of the largest and most efficient schools in America. It shows only 2 errors, and this in itself is a surpassing speed. Miss Keller also wrote 154 words a minute, from unfamiliar material on a Royal Typewriter in a public demonstration.



the installation of Royal Typewriters used by this college.

A short time ago a student of the Behnke-Walker College won a Royal Typewriter, and now another student, Miss Lydia A. Keller, has made a fine record, and she also has won a Royal Typewriter. Miss Keller wrote 90 words a minute, for 15 minutes, with

The method of teaching in the Behnke-Walker College is evidently very successful, as the typewriting students have made many records for speed and accuracy. Recently there were 31 errorless records received from this college for a period of three months, and this was the best of any record received here.